AN ANALYTICAL STUDY ON ADOPTING DIGITAL PLATFORMS FOR ENTREPRENEURSHIP OF WOMEN ARTISANS

SHORT SYNOPSIS

Submitted in partial fulfillment of the requirement of the degree of

DOCTOR OF PHILOSOPHY

to

Manav Rachna International Institute of Research and Studies

(Deemed to be University)

by

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Application No: MRIIRSPD1968

Registration Number: 19/Ph.D/036

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Certificate

I hereby declare that the short synopsis "AN ANALYTICAL STUDY ON ADOPTING DIGITAL PLATFORMS FOR ENTREPRENEURSHIP OF WOMEN ARTISANS" being submitted in partial fulfilment of the requirement for the degree of Doctor of Philosophy in Commerce under faculty of Commerce & Business Studies of Manav Rachna International Institute of Research & Studies, Faridabad during the academic year 2019-20. It is a bonafide record of original work carried out under the supervision of Dr Simran Kaur and has not been submitted in full or part to any other university or institute for degree or diploma. Further, it is certified that short synopsis is plagiarism free and proof has been submitted.

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ABSTRACT

The Handicraft sector has lots of potential for India to be a self-reliant nation. A significant number of artisans, especially women are engaged in Handicraft sector. The data published by various ministries on the engagement of women (56.13% in handicraft and 80% in Khadi) shows the importance of this sector in strengthening and promoting women entrepreneurship in India.

In recent past, due to many initiatives taken-up by government & private sector and increased use of digital platforms, there has been growth in handicraft sector in terms of demand and sale of products and better opportunities as well as environment for women entrepreneurs engaged in handicraft based enterprises.

The proposed research topic has been identified to analytically study the adoption of digital platforms for entrepreneurship of women artisans in NCR as well as to evaluate the growth & demand of the handicraft products through the use of digital platforms. Also, there is a need to understand the readiness and challenges being faced in adopting digital platforms by women artisans. It is expected that the outcome of the research would provide valuable inputs to mitigate the gap areas found in the study.

Key words: Digital Platforms, Artisans, Handicraft, Entrepreneurship, Women Entrepreneur

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1. Introduction

To understand the adoption of digital platforms for entrepreneurship of women artisans in India, there is a need to understand the following:

1.1 Handicraft in India

Handicrafts can be defined as products which are produced either completely by hand or with the help of simple tools. Handicraft activities in India are largely carried out in the unorganized sector and it is as diverse as the cultural diversity of India. The handicraft sectors provide large number of employment in rural areas and is the second-largest sector of rural employment after agriculture. The agricultural system in India is primarily dependent on monsoon, and thus the importance of handicraft increases multi-fold in rural areas. In Indian tradition, the skill of handicraft is passed on from generation to generation in families as a legacy.

1.2 Women Artisans in India

Majority of the artisans engaged in the handicraft sectors are women, and thus this sector is directly addressing the women entrepreneurship. Further, involvement and role played by women in handicraft sectors need to be understood thoroughly to study the impact or success of any schemes, programs or initiatives taken-up for the betterment of handicraft sector. The scheme that focuses on the financial independence of women artisans helps to enhance their self-worth in homes and in society. The contribution and participation of women in the handicraft sector can be realized by referring to the various data published by the Government of India. The Annual Report (2018-19) of Ministry of Textile shows that there are 68.86 Lakhs artisans registered with them and out of which 56.13% are female. The Annual Report (2018-19) of Ministry of Micro, Small and Medium Enterprises (MSME) shows that 4.95 lakhs artisans got employment in Khadi activities in 2018-19 and of out that 80 % were women.

Keeping the above factors, the following are the primary importance of these sectors:

i. Significant number of Artisans are engaged in handicraft sector which provides primary as well as subsidiary employment in India.
ii. Women's engagement viz 56.13% in handicraft and 80% in Khadi proves the importance of these sectors in empowering women artisans in India

1.3 Entrepreneur

"Entrepreneur" word is derived from the French verb 'entrepredre' which means 'to undertake'. An entrepreneur can be a person having new enterprise, venture or idea. The entrepreneur takes moderate risks in his/her enterprise, brings innovation and is accountable for the outcome. Entrepreneur can be considered as a person who possesses the initiative skill and drives to set up a business or enterprise on his/her own and ultimately achieves desired goals. An entrepreneur is generally a highly calculative individual who always undertakes risks in order to achieve his/her goals. The term 'entrepreneur' is taken from French and was first defined by the Irish-French economist Richard Cantillon. It is believed that Mr. Jean-Baptiste Say, a French economist, has coined the word "entrepreneur" in the 19th century.

1.4 Entrepreneurship

The term 'Entrepreneurship' and 'Entrepreneur' looks same but conceptually they are different. Entrepreneurship is the process of finding opportunities in the market place, planning for the resources required to convert these opportunities into success and to achieve long term gains. It involves creating capital by exploiting resources in new ways to initiate and operate an enterprise. Entrepreneurship can be defined by describing what entrepreneurs do.

1.5 Women Entrepreneurship in India

Women entrepreneurship can be defined where women organize various processes of production, take risks, generate employment for others and assumes dominant financial control (minimum financial interest of 51 per cent of the capital) in an enterprise.

Women constitute almost half of the population in India, but, their participation in entrepreneurial activities are limited. In recent past due to various schemes of Government of India, women entrepreneurs are entering into many sectors and contribution of women has been recognized as an important source of economic growth. The sixth economic census released by Ministry of Statistics and Programme Implementation (MoSPI) highlights that women constitute around 14% of the total entrepreneurship in India.

1.6 Initiatives of Government of India for Handicraft Sector

Since Independence, the number of programmes and schemes have been initiated and implemented by the Government of India for the growth of handicraft sectors like cluster approach, marketing initiatives, social welfare schemes etc. The Offices of the Development Commissioner for handicraft under Ministry of Textiles are responsible for the supportable development of the handicraft sector in India and are imposing several promotional, and welfare schemes for artisans. To increase the earnings of artisans engaged in this sector, many schemes are being implemented for production and marketing of high quality and high-value handicraft products. The Government aims to enhance the skills and facilities for artisans so that handicraft sectors of India can compete with the global market. The ultimate objective is to provide a sustainable livelihood opportunities to the artisans and thereby enhancing their social-economic status at the grass-root level.

Some of the major programmes under handicraft sector through the Office of the Development Commissioner [handicraft] are - National Handicraft Development Programme [NHDP], which emphasize the harmonize outlook for the development of handicraft cluster holistically. The NHDP has the following components: Ambedkar Hastshilp Vikas Yojna, Comprehensive handicraft Cluster Development Scheme (Mega Cluster Scheme) etc. All the above mentioned schemes play an active role in the empowerment and upliftment of women artisans. Similarly, Khadi & Village Industries Commission (KVIC) of Ministry of Micro, Small & Medium Enterprises (MSME) focuses on generating sustainable employment opportunity to traditional artisans and entrepreneurs of decentralised non-farm sectors, especially the women and disadvantaged sectors of the society. The government has a focus on women artisans so that they gets the benefit of the developmental schemes with reference to skill enhancement programs, training, capacity building on marketing-related activities, National Awards, exhibitions, etc. Similarly, Ministry of Tribal Affairs through Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) has been promoting various social-economic development of the Tribal communities across India by providing marketing support and sustained skill up-gradation programs which intends to bring a multi-dimensional transformation of the tribal communities. In this regards, the TRIFED used to source the handicraft products through various tribal artisans, SHGs, Organisations/ NGOs working with tribal.

Apart from the above-targeted programmes for artisans, many schemes and programs have been initiated in the recent past by the Government which would not only strengthen the Indian handicraft sectors but also empower the women artisans in enhancing their livelihoods. Some of the major initiatives are Skill India, Start-up India, Digital India, Make in India, MUDRA, Atmanirbhar Bharat etc.

1.7 Challenges in Handicraft Sector

Despite having economic and social significance, the handicraft sectors in India faces several threats and challenges which hamper its growth. The demand for Indian handicraft products in market both domestic and international, is vast and mostly is need based. Despite of its huge demand, only few artisans engaged in this sector have been able to sell their products directly to the buyers. While most of them are dependent on middlemen to sell their products. The problems faced by artisans in selling their products are as follows:

i. Dependency on Middlemen, Traders and Entrepreneurs for getting orders as well as for selling their produces to national and international markets
ii. Poor knowledge of product pricing, branding, packaging, transport, logistics, market Intelligence, latest trends (local and global) and consumers' changing preferences among artisans.
iii. Most of artisans are working in silos and hence their activities are decentralized which minimizes their efficiency and production capacity.
iv. Mostly the artisans engaged in this sector are from economically weaker sections, and face problems in getting resources.

1.8 Marketing of Handicraft Products

Handicraft sectors have become an important economic activity due to significant market demand of over the years for the entrepreneurship and livelihood of millions of artisans. Government of India, through various ministries and departments, is implementing many schemes and programs for the promotion and marketing of handicrafts products in India. There are multiple programs/schemes through Development Commissioner Handicraft under Ministry of Textiles. They organize exhibitions, fair and established several emporiums in metropolitan cities and tourist places etc. These initiatives have provided direct marketing platforms to the handicraft artisans/ Self Help Groups/ entrepreneurs of the country. Now

Government has been focusing on using digital technologies and platforms for providing direct market access to artisans from the remotest area of the country for their entrepreneurship.

1.9 Digital Platforms

Digital platforms include multiple efforts & channels that use digital technologies such as E-Commerce portals, mobile apps, social media etc. It is useful for customer interaction, disseminate information, execution and business transactions, marketing strategies, plans, brand awareness, promotion and contextual advertising of any products and services. Some of the features of Digital Platforms are:

i. The promotion of products or brands through one or multiple forms of electronic media is called Digital marketing.
ii. Penetration and use of Internet in India has helped to build a platform that has enabled the business to go 'online.'
iii. In recent past, the use and popularity of social media platforms has become ubiquitous for social networking, content sharing and promoting products or services.
iv. With the presence of digital media, consumers follow what the media, friends, associations, peers, etc., are saying about any 'brand' or 'product'.
v. It has zero geographical boundaries and thus it can help to expand the market digitally to reach masses not only nationally but also globally.

1.10 Traditional Platforms and Digital Platforms for Handicraft Products

An analytical study between Traditional Platforms and Digital Platforms for handicraft products would provide more clarity on the benefits & importance of Digital Platforms:

Bases	Traditional Platforms	Digital Platforms
Broad Meaning	It is a conventional/ offline marketing platform largely includes: Emporiums, Fairs, Exhibitions, Direct Selling etc.	It is an online marketing platform that largely includes: E-Commerce, Content Marketing, Search Engine Optimisation, Affiliate Marketing, Social Media Marketing, E-mail Marketing, Pay

		Per Click, Video Marketing and Display Marketing.
Availability of Business	Mostly seasonal or depends on fairs, exhibitions etc. and availability of business is for a short time duration.	Throughout the year 24x7 availability of business but largely depends on the demand from the customers.
Outreach	Outreach is limited to the geographical area of operations of the fair/emporium etc. of a particular place.	There are no limitations of geographical boundaries, and the market has a global outreach.
Dependency on Middlemen	Mostly dependency on middlemen is extremely high as to attend the fairs, exhibitions, etc., there is a dependency on Government and non-government agencies. Similarly, to get the orders from open market, emporiums, showrooms etc., the middlemen play a crucial role	Technically there is no or very less dependency on middlemen in receiving orders and selling of products as the customers have a provision to direct connect with the artisans and weavers through various digital means.
Profit Margin	Because of dependency on middlemen (except in participation in government fares/exhibition etc.), the profit margins are less as the large share out of the profit is kept by the middlemen and the artisan and weavers are not involved in negotiations or deciding the price of the products.	The artisans and weavers are directly involved in the decision-making process for on boarding the marketing portals as well as in digital campaigns and receive an amount directly in their accounts. Thus, the profit margin is more than in traditional channels.
Investments	It is a costly affair as it requires space for display of products physically through various print media, banners, posters, pamphlets and other traditional means of	The products can be displayed through online mode via various digital means and mode in reasonably less cost.

	marketing	
Awareness and Technical Knowledge / Skill sets	Requires general awareness and broad understanding of the product demand and market trends but does not require specific technical knowledge for the operation of various digital applications and platforms to on-board.	Requires minimum technical knowledge/skill sets to operate the digital applications/platforms apart from general awareness and broad understanding of the product demand and market trends.

1.11 Overview on Handicraft Sector of National Capital Region (NCR) of Delhi

The National Capital Region (NCR) of Delhi has been chosen as a study area. According to the NCR Planning Board, NCR covers the whole of NCT of Delhi, certain districts of Haryana, Uttar Pradesh and Rajasthan.

Sub-Region	**Name of the District**
Delhi	Whole NCT of Delhi
Haryana	Bhiwani (including Charkhi Dadri), Faridabad, Gurgaon, Jhajjhar, Jind, Karnal, Mahendragarh, Mewat, Palwal, Panipat, Rewari, Rohtak and Sonepat **(Thirteen districts)**.
Uttar Pradesh	Baghpat, Bulandshahr, Gautam Budh Nagar, Ghaziabad, Hapur, Meerut, Muzaffarnagar and Shamli **(Eight districts)**.
Rajasthan	Alwar and Bharatpur **(Two districts)**.

The women artisans residing in NCR and engaged in the production of handicraft would be selected for the primary study to understand the adoption of Digital Platforms for Entrepreneurship by them.

The following are the major reasons for selecting NCR as a study area:

i. Many dynasties and emperors ruled Delhi in the past. Every dynasty has brought its unique arts and craft in Delhi. Thus, the Craftsmanship has been an inherent part of the Delhi and found a significant place.

ii. Delhi being the capital of India has many finest handicrafts outlets, emporium and showrooms owned and run by Government, private and cooperatives.

iii. Certain districts of Haryana, Uttar Pradesh and Rajasthan that covers in NCR has its ancient & cultural heritage from generation to generation in handicraft products.

iv. Central and State Government both have their initiatives for the upliftment of artisans in NCR.

v. Many private players in NCR have been implementing digital platforms along with technology-based start-ups benefiting the artisans from different parts of India.

vi. There are various clusters in NCR where the artisans reside, and each of the clusters is having its own uniqueness and speciality in terms of variety of products.

vii. NCR has both rural as well as urban areas, and thus, there would be a representation of a mix of artisans which would help in understanding the issues and challenges in a more efficient manner.

1.12 Rationale

i. Crafts (handicraft) industry is the second-largest source of rural employment after agriculture.

ii. Many schemes/initiatives related to the promotion of handicraft sectors are introduced by the Government and by the private organization for the artisans.

iii. Many Direct marketing portals & initiatives for handicraft artisan have been launched.

iv. Still artisans are dependent on middlemen and trader entrepreneurs who pay them wages on piece rate bases.

v. Efficient marketing of quality handicraft products is one of the most critical requirements for the revival of the sector.

vi. The benefits of Digitization are obviously positive but in the Indian scenario are still far-fetched.

vii. Lack of Digital Literacy, knowledge and poor accessibility, availability and adaptability of various Digital Platforms available for Marketing of handicraft products.

viii. There is not much significant focus of Government marketing support and policies especially for digital marketing.

ix. Not much evident research has been conducted to examine the adoption of Digital platforms for Entrepreneurship of Women Artisans in NCR.

2. Literature Review

Following are some of the reviews of research papers published in national and international journals that highlight the broad study area of the current research topic: Digital Platforms:

Rajaiah & Srinivasulu (2019), provided us with the growth of Digital Marketing in India and suggested that digital marketing is one of the most approachable media to popularize the product in the market. Digital Marketing is convincing the people to buy and sell the product through online mode, which results in increasing sales in e-commerce sectors. The study also suggested that the prospects and scope of digital marketing in India are going to flourish in the later years.

Humbe & Bhalerao (2018), in their paper, described the potential of social media in reaching out to many customers and increase the sales and revenue of women engaged in the handloom industry. The paper also describes how social media can create brand images among buyers of handloom products. This research also focuses on benefits of social media to handloom women weavers by providing a platform for direct communication with their customers, which significantly impact their sell.

Kumar & Tiwari (2018), summarized in their paper that digitalization had influenced human's life in many ways. It has created an awareness among the females by educating them through marketing tools and providing them with the opportunity to present their fundamental rights by contributing it in the digital era.

Bharti (2018), observed that the essential factor for change in the shopping outlook is due to the choice and desire to use e-commerce platforms among Indian Customers. This paper suggested that with the growth of Digital Marketing, the marketer should discover the prevailing fashion, style, and design that can attract the customers at ease. It can be possible only through social media interventions, which provides timely feedback & suggestions from their customers through direct contact.

Yamin Ahmad Bin (2017), discussed in his paper that Digital Marketing is the selling of goods or materials through any form of the electronic or online media channel. It is quite different from traditional marketing, as it allows the business to examine marketing strategies and operation systematically.

Kaushik (2016), discusses the increasing demand for Digital Marketing in India in recent years. The paper also highlights that if the knowledge, understanding & utilization of Digital

marketing once done systematically, it can give better results in the field of business through an increase in sales.

Sathya (2015), observed that Digital Marketing is protection for the marketing of different materials or products through online modes by using digital technologies like the internet, mobile phones, online advertising etc.

Yasmin, Tasneem & Fatima (2015), the study highlights the advantages of Digital Marketing and utilizes electronic media for the marketing of items or products in the marketplace. The primary aim of digital marketing is to catch the attention of the customers as well as interact with them for useful feedback through digital means. The paper discusses different channels of digital marketing, its objectives, challenges & suggest the way forward for effective implementation of Digital Marketing.

Entrepreneurship, Handicrafts & Digital Platforms:

Bhat & Yadav (2017), in their paper focuses on the importance of entrepreneurship & entrepreneurs in the developing nation like India. They also highlighted that the old pattern of marketing need to be changed according to new technological advancement like e-commerce. Adoption of e-commerce will strengthen the handicraft sector and will also encourage the artisans to go globally.

Handicrafts & Digital Platforms:

Renu & Anupama (2018), in their paper brought out that the handicraft industry is decentralized and spread over the country, especially in rural areas. The sector has a huge commercial potential in the domestic and international market. The study found that handicraft products have tremendous opportunities as well as has lots of possibility of using digital technologies to reach or communicate to customers spread across the country and abroad. But the artisans are not very much aware of the use of ICT tools to boost marketing. There is a lack of availability of facilities of computer, internet and telecommunication systems etc. a artisans end apart from the low level of digital literacy among artisans which are major hurdle in using digital aid in the marketing of handicraft.

Shah & Patel (2017), this study focuses on the problems and challenges faced by handicraf artisans. The researchers has described artefacts having features like reliance on local available resources / skills, small scale operations using traditional technology are known Handicraft. The researchers also observed that artisans are the backbone of Indian society b they are socially and economically week. The study also found that middlemen plays a cruc

Marketing, Affiliate Marketing, E-Mail Marketing, Display Advertising, Video Advertising and e-Commerce.

ii. Study of major initiatives by Government, industry / private and start-ups in the area of handicraft operating online marketplace, e-Commerce portals, mobile apps. Some of the major Government online market platforms for handicraft sector are - tribesindia by Ministry of Tribal Affairs, KVIC E-Portal by Khadi and Village Industry Commission's (KVIC) of Ministry of Micro, Small & Medium Enterprises, Womaniya by Government e Marketplace [GeM] of Ministry of Commerce and Industry, cottageemporium by Ministry of Textiles and hhecworld by Handicraft and Handloom Export Corporation of India Ltd. etc. Similarly few State Government are also taking initiatives to promote Handicraft products of their respective states like: Himadri from Uttarakhand, Biswa Bangla & Tantuja from West Bengal, Lepakshi Handicraft & Apco from Andra Pradesh, Loomworld & Poompuhar from Tamil Nadu, Mrignayani from Madhya Pradesh, Kusum & Jharcraft from Jharkhand, Bihar Khadi from Bihar etc. Major industry/private operated online market platforms are - Amazon Karigar, Amazon Saheli, Flipkart Samarth, Microsoft India- Reweave, Antaran by Tata Trusts, GoCoop, Myntra, Gaatha, Weavesmart online etc. Some of the technology-based Start-ups working with artisans in handicraft sectors are - Tjori, IndiTatva, Lal10, Inde Loom, Fabriclore etc.

B. Major Agencies and their Schemes for Handicraft Sector in India

i. Study of Major schemes/programs of Government of India directly or indirectly targeting/benefiting the artisans.

ii. Ministry of Textiles through Development Commissioner [handicraft] implemented in the last five years for the betterment of artisans and weavers.

iii. Ministry of Micro, Small & Medium Enterprises (MSME) through Khadi & Village Industries Commission (KVIC)

iv. Other schemes/programs: Skill India / MUDRA / STEP - Support for Training and Employment Programme of Women / Digital India/ Make In India/ Atmanirbhar Bharat etc.

C. Analysis of women artisans using traditional and digital platforms for selling the handicraft products & also to understand the pros, cons, challenges in using digital platforms and way forward:

i. Major aspects to be covered during the study of women artisans involved in marketing are: The participation and involvement of women artisans in various

role in marketing of handicraft products and takes away the substantial share of profit from the share of artisans.

Kumari & Srivastava (2016), according to their study handicraft retailers can adopt e-tailing opportunity to reach the market trends. Also handicraft producers can go for tie-ups with e-commerce Company's like Ebay, Snapdeal, Amazon, Flipkart etc for running their business.

Women Entrepreneurship & Digital Platforms:

Pal (2018), in this paper, it has mentioned about the increasing trends in Digital Startups by the women's in India. Women's nowadays have a choice to opt for her career independently. In the olden days, women entered entrepreneurship career due to poor financial conditions, an additional source of income, unemployment or death of her husband etc. But in the prevailing era, women are entering into digital business without any fear. Women's are ready to take up challenges, achieve great heights & is competing for the world to become successful.

Tiwari (2017), evaluated the Women Entrepreneurship in India and emphasized that women entrepreneurs are now coming out with advanced & varied categories. They have a different analytical, educational and financial background. So, it is necessary to modify the strategies that can satisfy the needs of every individual woman of the country. It is crucial to provide inclusive course design so that the women choosing the entrepreneurial career can overcome the challenges faced by her.

Akhter (2017), highlighted that approximately 50% of the entire population is women, and so it necessary to enhance women entrepreneurship for the economic development of the country. Currently, women entrepreneurship is increasing due to e-commerce platforms. The paper suggests the opinion that women entrepreneurs are playing two roles: by taking care of her family as well as by developing her entrepreneurship career. With proper utilization of e-commerce platforms, women will be able to balance both the roles appropriately.

3. Description of Broad Study Area

The broad study area can be categorized in the following three sections to understand the scenario and propose better strategies for the way forward based on the gap analysis:

A. Major Digital Platforms operational in Handicraft Sector

i. Study of major digital channels being used in various activities for promotion of handicraft products. Some of the major digital platforms are: Search Engine Optimization, Pay Per Click Advertisement, Content Marketing, Social Media

traditional and digital marketing platforms being operated/supported/owned by Government, industry / private and start-up. The role played by women artisans in decision making during the marketing of handicraft products through both the marketing platforms and their dependency on middlemen and entrepreneurs etc.

ii. Awareness level, challenges faced and readiness of women artisans, especially in using digital marketing platforms for marketing of handicraft products.

iii. The availability, acceptability & adaptability of digital technologies and gadgets among women artisans.

iv. Requirement of training, hand-holding and awareness on other factors impacting the digital marketing of handicraft products, e.g. digital literacy, information & knowledge on packaging, branding, legal services (taxation & accounting), pricing, latest trends and procedure for on-boarding in digital platforms etc.

v. Role and importance of digital platforms in the post-COVID-19 era for selling the handicraft products by women artisans.

vi. Way Forward: Proposed approaches and framework in designing more effective tools, strategies and policies at Government, industry / private and start-up level for the active involvement of women artisans for selling their handicraft products through digital marketing platforms.

4. Objectives of the Study

Proposed Objectives:

i. To study the factors influencing the adoption of digital platforms for entrepreneurship of women artisans.

ii. To examine the challenges faced by women artisans in adopting digital platforms.

iii. To analyse the traditional & digital platforms for entrepreneurship of women artisans.

iv. To propose way forward in designing strategies for effective implementation of digital platforms for entrepreneurship of women artisans.

5. Hypotheses

HO: There is no significant difference between the sale practices through traditional and the digital platforms.

H1: There is significant difference between the sale practices through traditional and the digital platforms.

6. Research Methodology to be Adopted

The proposed research study will be conducted as stated below:

6.1 Area of the research Study: Women Artisans engaged in marketing (with restricted to digital platforms) of Handicraft products of National Capital Region (NCR) of Delhi. A control group of artisans using traditional platforms would be selected for comparison.

6.2 Research Design: To achieve the objectives of the proposed research study, Descriptive research design will be conducted that will include various methods like questionnaire, interview, survey and case study.

6.3 Data Collection: This is proposed that to carry out the study, both Primary & Secondary Data would be collected from reliable sources and would be analyzed by following standard scientific practices:

i. **Primary Data:** The Primary data will be collected by means of questionnaire (structured & unstructured), interview technique, survey & case study from the samples.

ii. **Secondary Data:** The Secondary data would be collected from varied sources i.e. information from a several publication, journals, annual reports of last five years from respective ministries and departments of Government (central & state) engaged in the marketing of handicraft products and welfare of artisans, books, magazines, official portals, websites and market place of Government, private (including start-up) and NGO's etc. to develop the theory.

6.4 Sample Size:

The sample size will be determined as 400 respondent's (tentative) opinion from the woman artisans. Out of this, 280 (70%) would be selected who are using digital platforms and 120 (30%) who are using traditional channels/platform residing /operation from the proposed study area viz National Capital Region (NCR) of Delhi.

6.5 Sampling Technique:

In order to study the research topic, the data will be collected through Cluster sampling technique. Information and data collected will be arranged, described, evaluated and interpreted by using special statistical tools and techniques.

7. Expected Outcome of the Research

A policy framework for adoption of digital platforms for entrepreneurship of women artisans engaged in handicraft sector in India.

7.1 Expected benefits from the proposed policy document:

The policy document would provide valuable inputs to mitigate the gap areas found in the study. This study may help the policymakers, academicians, research scholars, entrepreneurs etc. in understanding the key factors for effective implementation of digital platforms for women artisans, especially in the area of handicraft products in India. Further following are some of the benefits from the outcome of the study for various stakeholders:

i. **To Government:** The study and analysis of the impact of major government schemes, programs and market platforms on the artisans would help the policymakers and decision-makers to design more effective strategies and policies to achieve the vision and mission of Government of India through their various initiatives, e.g. Make in India, Skill India, Digital India and Atmanirbhar Bharat.

ii. **To Industry / Private Sector & Start-ups:** The study and analysis of various initiatives taken up by the industry / private and start-ups for providing a direct market platform to the artisans would help the entrepreneurs about the potentials of handicraft sectors and the areas to focus on mitigating the gap areas for increasing their business by empowering the women artisans. The study may also generate innovative ideas that may be converted in business proposals on using digital marketing platforms for entrepreneurship of women artisans as well as strengthen the handicraft sector in India.

iii. **To Academicians:** The proposed study would be a 'think tank' for academicians who would help them to understand the role and importance of technological interventions in the marketing of the handicraft products, challenges in its adoption, impact on artisans, and other aspects with reference to employment generation, livelihood enhancement and other social-economic developmental issues directly and indirectly connected with the entrepreneurship of women artisans in India.

iv. **To Future Researcher and students:** The proposed study will give 'food for thought' for the researchers and students in taking up the potential area of further research and study in the area of digital intervention in the marketing of handicraft products by women artisans in India. The study would also serve the students as their reference or guide in the study area.

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AN ANALYTICAL STUDY ON ADOPTION OF DIGITAL PLATFORMS FOR ENTREPRENEURSHIP OF WOMEN ARTISANS

SHORT SYNOPSIS

by

Uma Anurag

Application No: MRIIRSPD1968

Under the supervision of

Dr. Simran Kaur

ABSTRACT

The Handicraft sector has lots of potential for India to be a self-reliant nation. A significant number of artisans, especially women are engaged in Handicraft sector. The data published by various ministries on the engagement of women (56.13% in handicraftand 80% in Khadi) shows the importance of this sector in strengthening and promoting women entrepreneurship in India.

In recent past, due to many initiatives taken-up by government & private sector and increased use of digital platforms, there has been growth in handicraft sector in terms of demand and sale of products and better opportunities as well as environment for women entrepreneurs engaged in handicraft based enterprises.

The proposed research topic has been identified to analytically study the adoption of digital platforms for entrepreneurship of women artisans in NCR as well as to evaluate the growth & demand of the handicraft products throughthe use of digital platforms. Also, there is a need to understand the readiness and challenges being faced in adopting digital platforms by women artisans. It is expected that the outcome of the research would provide valuable inputs to mitigate the gap areas found in the study.

Key words: Digital Platforms, Artisans, Handicraft, Entrepreneurship, Women Entrepreneur

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